

**5th INTERNATIONAL CONFERENCE**  
**RECENT TRENDS IN HUMANITIES, TECHNOLOGY,**  
**MANAGEMENT & SOCIAL DEVELOPMENT**  
**(RTHTMS 2020)**  
**7th & 8th Feb 2020**  
**Organized by KIET School of Management,**  
**KIET Group of Institutions, Ghaziabad**

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**ABSTRACT**

**[1] Nomadic Environment: Issues And Security Threats**

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This paper is basically a study of issues raised during connection of global internet environment or specified fixed stored resource while moving around from one place to another i.e. nomadic environment. In this research paper, the author discussed various issues/ security threats and some protection mechanism to make nomadic computing more secure.

**Keywords:** Authenticity, bandwidth, confidentiality, integrity, jitter, latency

**[2] Framework for Human Resources Management based on Big Data Approach**

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Big Data represents miscellaneous opportunities for companies to improve their strategies and make the right decisions at the best possible time. Human resources is one of the substantial department of any company which takes advantage of big data in various processes. Big data has been acknowledged as an advanced technological evolution in field of an academic and business world. Even with the new rising firms which are initiating big data; they still have restricted understanding on how can firms translate such technologies potential into business value. In this paper, the primary aim was to explain how human resources use big data to improve business performance of a company. In addition to that, problems that HR departments faced while using big data were examined in this paper. Big Data is one of the most debated topics, as its implications for innovation management and entrepreneurship development are

attracting interest from researchers and practitioners. This article about the ambience of Big Data era, that discussing the approach of Big Data in the vital modules of HR management, including applicant analysis, performance analysis, turnover and satisfaction analysis & assessment and so on. Besides this, article presents the major challenges faced by HR and corresponding solution. This paper introduces specific approach that we advise for aiming big data usage areas, barriers, the promotion of big data with the foundation of clear sighted organization tied in big data.

**Keywords:** Big Data Analysis, Barriers, Internet of Things (IoT), Information management, Entrepreneurial development

### **[3] Cost and Comparative Analysis of Pre-Engineered buildings with Conventional buildings**

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Lengthy-range, column-free designs are the most vital in any form of industrial structures and Pre Engineered Buildings (pre-engineered buildings) meet that standard along with reduced time and cost compared to conventional buildings. This technique is flexible not only because of its predesign and prefabrication consistency, but also because of its light weight and economical construction. In this work, an industrial building of length 44m and width 20m with roofing system as conventional steel truss and pre-engineered steel truss is analyzed on the basis of cost. Not only this, the report also shows the comparison between the Pre-engineered Buildings and Conventional Buildings, it shows the benefits of Pre-engineered Buildings over Conventional Buildings.

### **[4]Recent opportunities and challenges in the commercial investment design of teachers working in school**

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During this 21<sup>st</sup> century number of commercial investment opportunities is available to the investors. The investors face number of challenges while invest their fund in the available investment opportunities. Highest safety of the investment and maximum returns from the investment are the major aim of the ultimate investors. The researcher wants to analysis and evaluates the commercial investment opportunity available and challenges in investment of funds of the teachers working in various school in the district of Thiruvannamalai. For this study the researcher has taken 75 Teachers as sample those who are working in

Primary (1<sup>st</sup> to 5<sup>th</sup> standard) level school, Middle (6<sup>th</sup> to 8<sup>th</sup> standard) level school, High school (6<sup>th</sup> to 10<sup>th</sup> standard) and Higher secondary (6<sup>th</sup> to 12<sup>th</sup> standard) level school in the district of Thiruvannamalai.

### **[5] A Detailed Analysis of Probability & Non-Probability Sampling Techniques for Business Research**

Harshita Gupta

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Data collection is amongst the foremost step to every research problem. Its significance cannot be underestimated when computing the effects on the results calculated. This paper aims to evaluate the Probability and Non-Probability sampling techniques of data collection, Also to see if any among them has an edge over the other. Data was collected through primary sources using questionnaire method, online and offline for convenience sampling (non-probability) and simple random sampling (probability) respectively. Additionally, several experts on the subject matter were interviewed for their opinion and to get clarity on the said objectives. According to Independent sample T test and Chi Square test based on sample data we conclude that is no significant difference in responses obtained through Probability and Non-probability sampling. Moreover, data collected was analyzed on various parameters as Response rate, Trust amongst respondents, Consistency, Generalization etc. for both the techniques. It would be safe to presume that no technique can be said to have an edge over the other. Size of sample, Mode of data collection, Availability of sampling frame, situation to be addressed and many other factors seem to play an integral role in deciding the suitability of the technique. Interestingly we found no common consensus even amongst the experts regarding the behavior and comparability of both the techniques. However, some of the results did align with the expectations. But no universal, standardized conclusions were derived, and it majorly depends upon the researcher and the subject matter of the problem for the applicability of the technique. These conclusions are a logical extension of the arguments that have been put forward in the earlier studies.

**Keywords:** Non-Probability, Probability, Qualitative Research, Quantitative Research, Sampling.

### **[6] Online Food Business: Is it eating up overall sales or growing it (with special reference to Zomato and Swiggy).**

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India is becoming digital. Name any sector and you will find number of sites selling the related products or services online. Flipkart and Amazon have taken the Indian digital market place by storm. Another interesting emergence is of the launch of Swiggy and Zomato in Indian digital landscape for delivering any type of food, any time and from any type of food outlet of the city. You move out on the roads any time in a day and you will find Swiggy and Zomato guys standing outside number of fast food joints, restaurants and confectioner ready to deliver the food orders to the hungry. Giants like Pizza Hut, Dominos, and many other reputed restaurants across the country have started taking orders online, via phones, sites or mobile apps also in their city of operation. This online revolution in the food market has changed the way food business is being done hence making it an interesting area for study. What is actually happening at the food market place because of this online revolution? Food business on rise, stationary or going down is to be explored. Researcher decided to study the impact of online delivery systems developed by Swiggy and Zomato on the sales of the food outlets.

**Keywords:** Digital, Exploration, Online Food Orders, Mobile Apps, Online

### **[7] Gender Diversity, Inclusion and Promotion to Leadership position in Higher Education Administration in India**

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The aim of this research work is to investigate the women leadership status in India's higher education sector. The data on academic leadership of around 907 Indian Universities responded in AISHE 2017-18 Survey was taken from secondary data sources. The study shows that the status of women's presence in Indian institutions and universities at the positions of director, dean and vice chancellor, is significantly poor. In this paper, the author tried to relate the association between two aspects— Gender Diversity and Inclusion –and Promotion of women in Administrative positions. My paper is also helpful for understanding the possible reasons restraining women leadership in Indian higher education's Administration.

**Keywords:-** Academic Leadership, Gender Diversity, Inclusion, Indian Higher Education, Promotion, Women Leadership

### **[8] Competency mapping and its impact on job performance: A case study**

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The aim of this study is to figure out the relation between competency-mapping and job performance, basically the correlation between the two. Eight competency mapping variables have been analysed which are Adaptable Behaviour, initiative taking capability, decision making ability, planning ability, problem solving skills, self-development competencies, drive for goal achievement and technical knowledge. Dependent variable is Job Performance whereas the variables of competency mapping were independent. On collecting Data from 100 employees of HCL located at Noida with the help of structured questionnaire, it was observed that the competency mapping and job performance are positively correlated. Correlation, regression and analysis of multiple regression were employed to analyse the connection and impact of independent variables on dependent one. Also, job performance of the employees and firm are significantly impacted by competency mapping. Thus by implementing effective competency mapping firm can enjoy the sustained competitive advantage.

**Keywords:** Adaptable, behavior competency mapping, initiative taking ability, job performance, problem solving skills, decision making ability and self-development competencies.

### **[9] Perceptive Inhibitions towards Usage of Technology Based Banking Services in Rural India: A Financial Inclusion Perspective**

DrPankajMisra

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Traditionally the banking services in India have been accessible largely to the people from privileged sections of society. Till recently, the poor and underprivileged were excluded from the banking system of the country. Few years back when the incumbent government launched its massive financial inclusion programme, it opened the door for poor, especially coming from farther and rural areas of country, towards banking services, who have never availed these in their lives. However, in order to provide extensive outreach, the technological advancements have been massively utilised for delivery of banking services. The information technology based banking, also termed as electronic banking, paved the way for availability of banking services for people belonging to distant rural areas. However the usage of technology based services by people has become a challenging task, as the technology has never been the part of their lives. The deeply entrenched inhibitions towards technology usage could become an obstruction towards banking services adoption. This research paper aims to study the perceptual inhibitions among rural people towards technology based banking services in order to explore the state of



affairs of electronic banking usage in rural areas and garner insights to be used to strengthen the objective of financial inclusion in India.

**Keywords:** Banking services, Rural India, Financial inclusion, Perception, Rural Banking

### **[10] Regional Concentration of Unorganised Manufacturing Sector in India**

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This study shows the regional disparity of the unorganised manufacturing sector and unorganised sector in India. The main factors used in this study is, the number of enterprises, the value of fixed assets, gross value-added, and total no. of the worker employed in the unorganised manufacturing sector and unorganised sector in India. The data is extracted from the 73rd round of National Sample Survey Organisation on 'Unincorporated Non-agricultural Enterprises (excluding construction) in India'. The study is likely to highlight the Concentration Ratio and Location Herfindahl Index of the unorganised manufacturing sector and unorganised sector that would be helpful to understand the regional concentration. The unorganised manufacturing sector from emerging economies is expanded to incorporate region-level analysis, the literature may continue to ignore the regional factor and capacity-building process that make from certain representative states. This study provides a new aspect of understanding with more comprehensive observations and evidence to investigate the ongoing debate on variation in performing of unorganised manufacturing sector among the Indian regions and provide better outlook for policy implications at micro level.

**Keywords:** Unorganised manufacturing sector, Regional Disparity, Concentration Ratio

### **[11] Analysing the Inter-State Variations of Female Labour Force Participation in India**

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The first Periodic Labour Force Survey 2018 exposed that India's labour force participation rate has fallen than the previous rounds of 2011-12 National Sample Survey round. A noticeable proportion of labour has withdrawn from the labour force. Where the decline in the already depressing female labour participation is critical for development aspects in the considerable demographic and economic settings. It raised a definite concern to look into the subject matter with the analysis of differences in possible state-specific performance in labour participation contributing differently to the aggregate. With this perspective, the study intends to analyse the state variations in male-female participation to the labour force as thrown up by the analysis of National Sample Survey 68<sup>th</sup> round and first Periodic Labour Force Survey (2017-2018). The findings suggest that the sub-national variation pronounced by the rural

disparities in female labour participation. Both male and female labour shows the labour force dropout, but relatively, the magnitude of female labour dropout is high.

**Keywords:** Gender, Interstate variations, Labour force participation, State Gross Domestic Product

### **[12] Implication of Land Degradation and Conservation Practices: An Exploratory Study**

Dr.R.Dayanandan

This study focused on implication of land degradation and conservation practices in purposively selected three villages. To address the objectives, 178 household heads were selected from three target villages by simple random sampling technique. The primary data were collected through interview schedule, focus group discussion, key informant interview and personal observation. Descriptive statistics like frequencies, percentages, mean and standard deviation, were used to analyze the data to arrive the results. In addition, inferential statistics like paired sample t-test and ordered logistic regression were used to assess the consequences and to identify the determinants of land degradation respectively.

The finding of the study indicated that the degree of land degradation in the study area is increasing due to over-cultivation, over grazing, animal trampling and soil erosion etc. Ordered logistic regression outputs revealed that educational level, distance of farm land from home, slope steepness, training, credit and soil conservation practices were found to be significant variables which determine the land degradation. The consequences of land degradation were low crop production, diminishing live stock production, deterioration of farm output, loss of soil fertility, increase weed infestation, unemployment and increase migration. In order to prevent this problem, physical and biological conservation practices took place in the study area which reduces the soil erosion, improved water retention and added nutrient back to the soil. Due to these interventions, crop yield increased, assured long term productivity and reduced the fertilizer.

**Keywords:** Land degradation, Soil erosion, Conservation practices

### **[13]Dollar vs Rupee: An Impact Analysis on the Indian Economy**

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The paper covers how the US dollar currency came to be the currency standard measure of currency today, how the rupee may be performing against it, an attempt at projecting the value of rupee against dollar in the future as well as possible conclusions and suggestions we can draw from it. This was done

mainly on the basis of secondary data as well as statistical calculations and graphical data to prepare and present the possible future projections.

From the collected information in the paper we found that the currency system has gone through many stages and some of the factors that could possibly affect it, And also, as to what rate does the current rate of the Indian rupee may possibly stand at in the future.

Thus, from the collected information and its possible results obtained thereof, while the Indian economy as a whole is progressing, the value of its currency may decline further as indicated by past data, which may create severe problems for the nation as such it is advised that measures be taken in order to prevent excessive devaluation of the domestic currency.

**Keywords:** Rupee depreciation, fiscal deficit, foreign exchange market, currency, inflation.

#### [14] A Study of Social Media for E-Governance in India

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Social Media has become an important component of our day by day life. It has become extensive with multimedia as it employs visual and sound information. Interactive communication is becoming a piece of a network. It is 2-way communication between government and people which increases government transparency and democratic society. It has formed opportunities for collaborative government for e – participation. Indian Government took initiative to take up social media to improve its public service. Various social media platforms including Twitter, YouTube and Facebook, were used to circulate information to the public. Public has accepted social media platform as one of the sources to find information about government business. Government transparency can be achieved through proactive information. People can be empowered through admittance to information.

**Keywords:** Social media, E-Governance, Social Networking, Social Structure.

#### [15] Sustainable development to sustainable communities: A community organization perspective

Dr. Satish Kumar

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In the year 1987, World Commission on Environment and Development, define the sustainable development as the Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The scale of change required is so great that problems of coordination and cooperation across political units are bound to be enormous. The political and cultural

difficulties associated with attempts to achieve sustainability on a global level provide one of the key justifications for sustainable communities.

By focusing on sustainability at the local level, changes can be seen and felt in a more immediate manner. The locality, by contrast, is the level of social organization where the consequences of environmental degradation are most keenly felt and where successful intervention is most noticeable. Yanarella and Levine (1992a:769) observe, sustainable community development may ultimately be the most effective means of demonstrating the possibility that sustainability can be achieved on a broader scale, precisely because it places the concept of sustainability.

In the context of sustainable community social work profession/social workers can play significant roles because of its field practicum component.

In conclusion it can be concluded that sustainable development rooted in place-based communities has the advantage of flexibility. Communities differ in terms of environmental problems, natural and human resource endowments, levels of economic and social development, and physical (i.e., geological and topographical) and climatic conditions which can be well explored and studied by the social work professionals. A community-level approach will allow for the design of policies that are sensitive to the opportunities and constraints inherent to particular places.

### **[16] Green Marketing in India: A Descriptive Study**

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Rising awareness on the diverse environmental problems has led a shift in the way consumers go about their life. There has been an alteration in consumer attitudes towards a green lifestyle. People are enthusiastically trying to reduce their impact on the environment. However, this is not pervasive and is still developing. Organizations and its businesses however have seen this amendment in consumer attitudes and are trying to gain a frame in the competitive market by exploiting the prospective in the green market industry. It leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit as well as protect the environment. It is an observable fact which has developed particular importance in the modern market and has emerged as an important concept in India and it is seen as an important strategy of facilitating sustainable development. In this research paper, major prominence has been made of concept, need and importance of green marketing. In this research paper

data has collected from numerous sources of evidence, in accumulation to books, journals, news papers and websites.

**Keywords:** Green Marketing, Environment, Traditional Marketing, Consumer, Marketer.

**[17] Factor affecting old age customer buying behavior in shopping mall: with special reference to Lucknow**

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The aim of the study is to identify the factors that affect the old age customer buying behaviour in shopping mall in Lucknow. Along with this research efforts have been made to explore various factors which affect the behavior of consumers. Secondary data was collected with the help of literature review and primary data collected was collected with the help of unstructured questionnaire on five-point likert- scale. A sample of 229 respondents was taken for analysis. Exploratory factor analysis was conducted to explore the factor. Five factors namely ambience, product characteristics, staff of the store, customer service and price of product are considered important for old age which affect their buying behaviour.

**Keywords:** Consumer buying behaviour, customer service, price, ambience

**[18] Customers' perception about payment banks in India**

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This study is an attempt to analyze the position of payment banks on the basis of customers' perception. A primary survey has been carried out through a well-structured questionnaire. The results suggest that customers adore payment banks for their easy, convenience, safety and speed. The male and female users of young and middle age are equally liking and using the payment banks. They widely use these banks for making mobile recharge; ticket booking, shopping and bill payments etc. but they don't use them for all their transactions. The major limitations of payment banks are requirement of smart phone and internet connection for carrying out transactions. Transaction charges, limited deposits and no credit facility are also the major deterrents. This study provides an insight into the ground realities related to

payment banks. Thus it might be useful for Payment banks and policymakers for their future decision making. The study is based on primary survey conducted in Delhi NCR region thus more evidence may be needed to generalize the results.

**Keywords:** Payment bank; Banking; Financial Inclusion; Bank customer

### [19] Creating a blended learning approach in the tech- friendly 21<sup>st</sup> century

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In the twenty first century learning, as every learners needs are different and they follow a unique learning style, it is important to try to meet everyone's needs in order to achieve quality outcomes in their learning process. Students taught partly in a manner they prefer, leads to an increased comfort level and willingness to learn and vice-versa. We may encounter learners who will benefit more from reading texts books accompanied with presentations and others, who will understand the topics better after watching relevant videos. Blended learning enables one to keep track of the learner's progress at any given time so that the student's strength and weakness can be understood without fail. Dynamic online discussion and peer feedback can significantly improve learner's knowledge and skills. Blended learning has a proven track record of bringing traditional classrooms into the tech friendly 21<sup>st</sup> century. Students use educational technology to apply knowledge to new situations, analyze information, collaborate, solve problems and make decisions. Reviewing researches in this area has revealed that technology is rapidly changing and an increased number of organizations and private learning institutions are beginning to see the benefits of creating Blended learning approach. From interactive sessions in the classroom to webinars and online tutorials, learners now have a wide range of technological tools and applications at their disposal. Gradually the union of face to face instruction and tech-based learning is producing new creative ways to enrich the educational expectations and make learning fun, exciting, productive and better.

**Keywords:** Blended learning, tech friendly, 21st century, interactive sessions, educational expectations.

### [20] A Study on Customers' Preference towards the Frequency of E-Banking facility availed in the Banking Sector

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The changing scenario of service sector motivates the customers to use more and more technologies for the betterment and transparent of process. Now a day's government also motivates banks and other financial institution to promote self-service technology for the ease of customers. This e banking system helps banks and financial institution to reduce black money and corruption in the market. Now-a-days number of bank customers prefers to use self service delivery system. This preference is attributed to increased autonomy in executing the transactions. When customers of retail banking avail the services through these Self Service Technologies (SSTs), they get more benefits in terms of time, cost and energy; the service providers reduce their personnel costs and gain closer access to the customers. The purpose of this study is to assess some of the critical variables that contribute to consumer acceptance of 3 main Self Service Technology (SSTs) namely ATM, Internet banking and Mobile banking. This study is based on primary data and area which covers in the study is metro city, State capital and B – Category cities.

**Keywords:** Self-Service Technology, ATM, Internet Banking, Mobile Banking.

### **[21] A study on women work life balance and job satisfaction working in education sector**

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In the cut-throat competitive environment, the organization's expectations from the employees are increasing, be it a man or a woman. In order to meet the employer's demand, the employees have to stretch themselves and focus more on their work which is losing work-life balance. Work-life balance refers to maintaining the balance between performing roles and responsibilities at work and at home. The study collected the data from 60 respondents. The primary data required for the study was collected through a survey method by using questionnaires. The data collected from the various educational institutes constitute primary sources. The objective of this research is to study the women work life balance and job satisfaction, working in education sector. The study aims to examine whether the time spend in job affects the work-life balance of working females in education sector or not.

**Keywords:** Work-Life Balance, Women Employees, Education Sectors, Responsibilities

### **[22] The Prospects of Organizational Attachment: A Systematic Review of Literature**

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The paper conducts a systematic review of the existing literature in the field of organizational attachment for identifying research problems and gaps and establishing the future research agenda. Articles on organizational attachment published in the journals indexed in Science Direct, Web of Science, ProQuest,

EBSCO Host, PsycINFO, Google Scholar, Shodhganga (INFLIBNET), Taylor & Francis Online, Wiley online library, Elsevier and other esteemed sources available during 1986 and 2019 (so far) are reviewed for the purpose of this study. A total of 204 papers were found from over 10,653 citations for further investigation, out of which 65 papers were finally selected for the review. The present analysis led us to identify research gaps in the existing literature with special focus on the use of organizational attachment as a whole construct and attempted to examine the possibility of future research to fulfill the gaps in the literature. Organizational attachment is a potential solution to increased employee turnover due to available opportunities in the market. Therefore, it is important to conduct in-depth research in this field to develop opportunities to limit the challenge of employee attrition. Till date, no attempt has been made to perform a systematic review in the field of organizational attachment for a period of over 30 years, as has been made in this paper.

**Keywords:** Organizational Attachment; Organizational Behavior; Research Gaps; Research Agenda; Systematic Review

### **[23] Impact of Digital Marketing on marketing communication: A behavioral study of consumers in NCR Region**

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Digital Marketing is gaining popularity in branding and promotion of the company. The study here in this paper highlight how much digital marketing is creating an impact on marketing communication on the behavior of consumer particularly to Delhi-NCR. To study this behavior a sample of the population in NCR has been studied for the impact of digital marketing. Digital Marketing has come as a revolution in branding and promotion. Communicating with the customer has become easy and effective. Now companies are taking care of including digital marketing approaches while designing their integrated marketing communication strategy. With various digital marketing tools and easily availability of high-speed internet makes the infrastructure suitable for flourishing communication between consumers and companies. Various social networking websites have already attracted a young crowd in huge number which serves as an audience for companies and they can target them for not only communicating about them but can achieve their other organizational goals as well.

**Keyword:** Digital Marketing, Marketing communication, Social Networking, Digital Infrastructure, Social Networking



## **[24] Understanding the role of Technology in Healthcare: Commitment or dependence towards Success**

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The study details the progression of technology in healthcare industry by focusing on the associated modifications leading to various developmental changes. The study also discusses the important concern of healthcare professional's rising dependence on technology eventually sidelining the development of their competencies.

The study is conducted through experiential approach in healthcare organizations of India during August 2015 to March 2017. Observations were made related to the various progressions and contributions made by technology in the system of healthcare organizations leading to significant improvements.

The study concludes that though technology is the foremost driver of change in healthcare industry initiating the changes both on employees as well as operational fronts. However, the enhanced usage of technology is proving to be the obstruction in the competency development of healthcare professionals. Technology certainly is playing an irreplaceable role in defining the success of healthcare organizations as it focuses on innovatively carrying out the current processes and functions of the system from an automotive and change oriented manner. Nevertheless there is immediate requirement on shifting the focus to make use of technology as a tool to facilitate work rather than the only mean to accomplish it.

## **[25] The determinants encouraging e car purchase to combat air pollution using grounded theory – The Delhi perspective**

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Pollution has become a major problem in Delhi and it has been declared one of the most polluted cities of the world by WHO. One of the primary causes of the pollution in the city is transportation. Transport sector constitutes 41 % of pollution in Delhi. (Source: SAFAR) It is primarily due to increased number of ICE vehicles though other causes of pollution are also exist. Due to burning of fossil fuel in ICE vehicles gases like CO, CO<sub>2</sub> and SO<sub>2</sub> are released in the environment which are very harmful for the health. Chemical pollution is one the main reason of various illness like cardio, lungs, brain & cancer. Pollution level is much above the standard in the city even after using CNG vehicles. Thus, to control the pollution level there is a huge need of zero emission vehicles.

Electric - Car being energy efficient & zero pollutant may become one of the most commendable solution to this problem but unfortunately the adoption of e - car in Delhi is almost nil. Government is also heavily investing on the same but still haven't reached at potential.

Thus, the aim of the paper is to identify the determinates of the e car purchase in Delhi using grounded theory to combat air pollution in Delhi.

**Keywords:** Pollution, transportation, ICE vehicles, Electric car, zero emission vehicle grounded theory

### [26] 'Make in India' - Real or a Shame: Jyoti Tripathi Shukla

Fast emerging globalization has made healthy international relations inevitable for every developing economy. The international relations of a country are one of the most important areas to focus in today's global scenario. Modi squad's international relations are really marching towards the strengthening of the nation. The first step this squad has taken was towards the delegates from the SAARC nations as they were invited for the swearing in ceremony of the government. The biggest thing this govt. achieved was when the important leaders of the world expressed their desire to work with the government and the Prime Minister. New slogans have been given, like,

'Make in India' needs an 'Invest in India' environment.

"red carpet" rather than a "red tape" to welcome foreign investors.

"Boost manufacturing and lay the foundations for a better infrastructure".

**MODI DOCTRINE :** Prime Minister Narendra Modi's visit to Washington, a senior American official spoke of the "Modi Doctrine". This gave a formal recognition to the foreign policy choices adopted by India since May 2014. In his speech at the U.S. Congress, Mr. Modi outlined India's commitment to the partnership with the U.S. as being a "new symphony in play" in order to build an international maritime partnership in Asia and to play a leading role in the South Asian neighbourhood.

The government had made many policies ready for the different nations, to deal with them and have consistent good relations in times where the country needs it the most. The very first policy was –Act East Policy. This policy was for the emphasis on ASEAN Countries and the East Asian countries. Then came the Neighborhood First Policy. This policy was initiated by inviting all delegates from the neighboring countries in the swearing-in ceremony. The government has asked ISRO to share the crucial technological finding with the SAARC countries. The Pacific Island Cooperation policy was also coined by the Prime Minister when he chose to visit Fiji Island. He had meeting with the state heads of different islands.

The government is very dedicated to have cordial relations with the world's largest economy United States of America. Modi government's relations with both the Presidents of America – Barack Obama and now with Donald Trump have been more sweet. The relationship of Modi government has been great on both personal and professional fronts with the US. This government has shown a very result oriented approach towards US. It was the result of this intention that on the eve of Modi's visit, his government put forward the pitch, "Come, make in India".

Modi's visits were based on two prospective rationales: 'wooing investors to India' and providing momentum to bilateral defense cooperation.

### **[27] Assessment of Green HRM practices for avoidance of wastage and ensuring safety of employees in engineering consultancies**

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Shalini Prakash

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The paper assesses the level of operations of the Green HRM practices in the Engineering Consultancies regarding the avoidance of wastage of resources and safety of employees. The data collection was done from the National Capital Region. Six Engineering consultancies were chosen and the 200 questionnaires were given to the participants. A total of 112 completed questionnaires were included in the research work for analysis. These companies were Bechtel India Pvt Ltd, Egis Consulting Engineers India Pvt Ltd, Tractebel Engineering Pvt Ltd, Encon Thermal Engineers Pvt Ltd, Jacobs Engineering, Procon India Pvt Ltd. The participants were from middle management level. The results show that the employees are indulging in the Green HRM practices and understand their responsibilities towards environment and are concerned about the safety of themselves and their co-workers also.

**Keywords:** Green HRM practices, Avoidance of wastage, Environment, Co- workers.

### **[28] Green Marketing**

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In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has collected from multiple sources of evidence, in addition to books, journals, websites

and newspapers. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing.

**Keywords:** Green Marketing, Environment, Traditional Marketing, Current scenario, Hurdles, Green marketing mix.

### [29]DBSCAN Clustering Algorithm on Hadoop Environment

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This paper analyze DBSCAN clustering design which is exemplified under MapReduce parallel registering system, by a HDFS distributed stockpiling and MapReduce circulated figuring, which utilize the benefits of Hadoop in managing large information and significantly improves the proficiency of the calculation. This Algorithm discover bunches in discretionary shapes, size, and just as channel out outlier. In this paper different DBSCAN Algorithms is compared in terms of execution time and number of clusters and it is noted that IDBSCAN Algorithms is better.

Keywords— Big Data, Hadoop, Map Reduce, HDFS, DBSCAN.

### [30] **Scale Development: Empowerment of Person with Disability**

Saroj Kumar, Sanjeev Kumar Singh & Avantika

The main objective of the study was to develop the scale that measures the empowerment of persons with disability and its indicator in Lucknow city. Out of 300 questionnaires employed, 263 received and only 247 were used for the study. This study is descriptive and cross-sectional in nature. Outcome of this study recommends that the newly developed scale is a reliable and valid measure of empowerment of persons with disability. Second order confirmatory factor analysis of the 15-item scale recommends that empowerment of persons with disability should be measured along three dimensions i.e. education and literacy, economic and decision making. This study will provide the sound base to measure the empowerment of persons with disability towards formulating the strategies for inclusive growth and development.

**Keywords:** education and literacy, economic and decision making

### [31] **Social Media and its Application in Marketing**

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This paper discuss about the concepts of social media, its growth and changing trends, ways to use social media tools for marketing. Companies need to decide their promotional campaign according to their target market and Social Media is best among the available alternatives to connect with prospect buyer. Almost 90 percent of population between the ages of 18 and 29 used at least one form of social media. Twitter, LinkedIn, Google+ and various other social media sites have hundreds of millions of active users as well. Some popular social media websites are Facebook, YouTube, WhatsApp, Facebook Messenger, WeChat, Instagram, QQ, QZone, Douyin/TikTok, SinoWeibo. Social Media marketing is a magic mantra for companies to capture the teenager and youngsters. Increasing usage of social media among prospective buyers can't ignore by the marketer if the competitors are also using this media to maintain customer relations.

Key Words: Mobile Phones, Social Media, evolution of social media, Internet Penetration, Hashtag, Blog, Search Engine Optimisation

### **[32] A study of organizational culture dimensions and its effect on employee Motivation In special reference to Oriental Bank of Commerce**

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Dr. AvanishTyagi

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This research aims to understand what organizational culture is, and to measure the OCTAPACE value of the employees working in Oriental Bank of Commerce (Meerut, Subhartipuram branch). A healthy organizational culture rests on eight strong pillars of the —OCTAPACE profile (developed by U. Park) refers to **O**penness, **C**onfrontation, **T**rust, **A**uthenticity, **P**roactive, **A**utonomy, **C**ollaboration and **E**xperimentation. The study of OCTAPACE culture of any organization helps us in giving proper training to the employees for maintaining a healthy environment and it also helps in dealing with various problems that exist in the organization. The 4-point scale developed by Pareek has been used for the present study. As many as 8 dimensions were taken to judge the organizational culture. The main objective of the study is to study the organizational culture of the selected branch in the Banking sector and to identify and measure the perceived organizational culture and its various dimensions and its effect on employee's motivation.

### **[33] An Analysis of Online Food Home Delivery and its impact on restaurants in India**

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E-commerce industry in India is witnessing a high record in online food & restaurant service companies, which is going to reach \$350 billion by 2020 year end. Startups in India become a talk of the town in world business scenario. These innovations have given a new dimension to working people's kitchen.

Following Research paper explores success drivers of Top online food delivery companies in India, the current scenario and how this is impacting the retail restaurant business in India.

### **[34] Government Policies and Initiative towards new Digital Transformation of Indian Economy**

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The purpose of this paper is to lay the ground work for evolving the National Strategy of Government for Digital Transformation in the Country. Digital Transformation is critical from both demographic and socio-

economic point of view. Therefore, the present paper attempts to study the present Digital Transformation capacity in India under secondary data.

**Keywords:** Aadhaar, Digital India, E-transaction, Make in India, Skill India, Technology Transformation, Transparency,

### **[35] Understanding purchase intentions during online discounts: A study of consumers in Uttar Pradesh**

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Dr. RohitKushwaha

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The purpose of the study is to recognize diverse factors that affect the purchase intention of consumers towards online discounted products. The study was performed in select cities of Uttar Pradesh. As per the findings, the consumers give importance to recommendations, online consumer reviews, online shopping portal design. This study helps in identifying the factors for understanding the orientation of Indian consumers towards online discounts. This study is also useful for the online retailers to relook their marketing strategies for attracting the Indian consumers towards online discounts.

**Keywords:** Online shopping, online discounts, e- retailing, purchase intention.

### **[36] An Ethical Issue in the Banking Sector: A Case Study**

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In the present market situation, both Public and Private Banks need to raise the greatest piece of the pie. To accomplish an extraordinary offer, various sorts of promoting systems are embraced by the banks. Likewise, every bank needs to tradeoff among benefits and moral issues with respect to its market procedures. Moral issues influence most banking can be delegated ethical quality and balance, the struggle of consideration, trick, separation, and data innovation. As banking works in a wide situation and unlimited section into the banks making, it hard to uphold morals. Along these lines, this paper means to clarify the investigation of the financial framework and moral issues identified with the financial area and its decision.

**Keywords** - Banking, Ethical banking, Ethical issues, global banking, green banking.

## **[37]A Study of Consumer Behavior towards Bancassurance and their issues affecting Branch Activation**

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Bancassurance is the concurrence of banking and insurance sector. It is the distribution of insurance products through the different branches of banks. This research work on “Branch or staff activation to eighty percent” examines the challenges faced by the company during the branch activation of Bank Of Maharashtra, Delhi region and the factors responsible for branch activation or deactivation & the steps/ measures required to prevent it. The research also focused on the behavior of consumer towards purchasing health insurance policy through banks and the factors influencing it. The research methodology used in this research work is exploratory research. The analysis and conclusion is drawn via this method only.

**Keywords:** Bancassurance, Policies, Branch Activation, Customer, Bank.

## **[38] Work – Life balance – A key driver for success**

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**Ms. Ritika Bora**

*(Assistant Professor, Indirapuram Institute of Higher Studies, Ghaziabad)*

A nation may be empowered with the abundant resources, necessary capital and technology but without competent people who can mobilize, organize and harness the resources for the growth of an organization, it cannot make rapid strides towards the progress of any organization . The success and failures of an organization are determined by the quality of its human resources, which play a vital role in using other organizational resources and the development process of any organization. Therefore, the need of the hour is to enlighten them with the workplace ethics. A workplace ethics ensures positive ambience at the workplace. To keep a balancing between the personal and the professional life is an ongoing struggle for most professionals. Work- life balance plays a vital role in any organization. It is an integrated blending of the needs of an organization with the personal commitments of its employees. It can be achieved when an individual’s right are fulfilled from both inside and outside, paid work is accepted and respected as the norm, for the mutual benefit of the individual, business and society. This study will shed light on the benefits of having a Work Life balance and also challenges & the strategies that may promote balance, including “time shifting,” goal setting, cognitive reframing, and self-care. Balance is a lifelong endeavor



that entails self-reflection and continuing examination of one's values and goals and also provide pathways for achieving great success.

**Keywords:-**Work-life balance, professional, commitment, self-reflection, success, values.

### **[39] A Comparative Study of Usage of Green Banking in India**

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Green banking is different from traditional banking, as green banking target promoting environment friendly banking. Green banking is also called ethical banking. This paper attempts to investigate the usage of green banking products among customers with different educational qualification and different age groups. ANOVA and post hoc tests has been applied to interpret the result as per objectives of the study. This paper finding explains that young generation is more inclined towards green banking products than middle age and senior age groups but there's no significant difference in mean usage of green banking products among the purchasers with different educational qualification. Therefore, the academic qualification has nothing to try to with usage of green banking products, whereas, more awareness is need to be created among the center and senior age groups individuals.

**Keywords:** Green Banking, ANOVA, Ethical Banking, post hoc analysis & Sustainable Development

### **[40] An empirical study on work life balance among the teaching professionals in Meerut region**

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Mr. Kavish Sharma

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The study was conducted among the teaching professionals of various colleges in Meerut region. In this study, efforts were made to emphasis on the work life balances in professional and personal life and check out to show the challenges that the respondents face while maintain the balancing between their professional and personal life. Thus, the aim of this study is to map the dimensions of work life balance among teachers.

This study is predicated on the responses of teachers from different colleges in Meerut. Research instrument designed on the basis of survey then data was collected by the assistance of questionnaire. The study is predicated on primary data. 150 respondents were selected for examined as a sample size and sampling method were went to select the sample size of 150 during this study. Chi square test was applied to search out whether is there any association between the factors or dimensions like age, gender and years of working experience as independent variables and level of attitude towards work life balance as a dependent variable.

## **[41] UPI - An Innovative step for making digital payment effective and consumer perception on Unified Payment Interface**

Prof. Sunny Gupta

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Dr. Dinesh Kumar

*(Associate Professor, ShaheedMangal Pandey Govt. Girls Post Graduate College, Meerut)*

This paper reviews the UPI- Unified Payment Interface technique of Digital Payment explains its design, Technologies, operations, Partiesconcerned in UPI dealing, its advantages &Challenges;additionally mentioned varied current UPI Apps offered andalternative digital payment technique and their comparison with the UPI transactions. The study conclude that UPI may be a tool with compatible options which will create financialtransactions straightforward and reasonable to the customers, however it still want confidence & awareness ofthe purchasers primarily type the rural background.The last decade has seen tremendous growth in use of web andmovable in India. Increasing use of web, mobile penetration and government initiative like Digital India electronics acting as catalyst that results in exponential growth in use of digital payment. Natural philosophy shopper dealing created atpurpose of sale (POS) for services and merchandise either through web banking or mobile banking using smart phone or card payment are referred to as as digital payment. the buyer perception of digital payment encompasses aimportant and positive impact on adoption of digital payment. The structured form was used as analysis tool for understanding shopper perception of digital payment. Primary information was collected from a hundred and fortyrespondents in Meerut. Multivariate analysis and frequency analysis was used to analyze the responses. ANOVA indicate that there's no important variance in shopper perceptionsupported the demographic factors like gender, age, profession and annual financial gain of the patients. Buteducation was found to important influence for adoption of digital payment.

**Keywords:** Unified Payment interface, Digital Payment, Security, Cashless Transactions

## **[42] The Impacts of ICT on the students' Academic Performance:A Review of Access to Information**

SarojKumari

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The study was on the Impact of data and Communication Technology (ICT) on the students's academic performance in several colleges in Meerut. A sample of 106 respondents (students) was selected from the department of management, commerce, and engineering. A structured questionnaie was designed and distributed to the respondents for getting relevent information. After getting the specific information, hypothysis were tested by the means of applying statistical techniques such as frequency analysis,

descriptive statistics, ANOVA and Cronbach's Alpha if Item Deleted than result was interpreted and significance output was provided in the conclusion.

### **[43]A Comparative Study on Artificial Intelligence and Expert Systems**

Nivedita Singh

*(Student - M. Tech. (Computer Science), Bharat Institute of Technology)*

Artificial intelligence is very concerned with the methods of developing systems that display the aspects of Intelligent Behavior. These systems are designed to imitate the Human Capabilities of Thinking and Sensing. artificial intelligence is extremely increasing day by day. this can be efficient to the present economy. But, it should have this larger impact by serving as a brand new general-purpose Method of inventions that may reshape the natural innovation process computing system organization of Research & Development. Currently many researches are occurring in Robotics, Deep learning, Artificial Neural Networks and Machine Learning. Expert Systems are a ADPS that emulates the choiceability of a personality's Expert. during this paper, we are revisiting discuss about the artificial Intelligence and its applications together with the Study of Expert Systems. AI has a large scope in future. By the assistance of AI, we will do many researches supported Robotics and automatic Cars which has its own programmed code to perform any action with in a car or vehicle and Pattern Recognition and natural language Processing.

**Keywords:** Artificial Intelligence, Human intelligence, Expert systems, Machine Learning, Deep Learning.

### **[44] A Study of Cyber Crime Awareness for Prevention and its Impact**

Lucky Berwal

*(Assistant Professor, Beacon Institute of Technology, Meerut)*

The internet in India is growing rapidly. It has given rise to new opportunity in every field like – entertainment, business, sports, education etc. It is universally true that every coin has 2 sides, same for the internet, it uses has both advantage and disadvantage, and one of the most disadvantage is Cyber-crime. It could be said that cyber-crime is any illegal activity by the means of it, computer network can be used like internet. Also, it can be used to hack privacy, or harmful to the computer system properties such as files, website or software. In the current scenario of online processing, almost information is available online and prone to cyber threats. Cyber crime is emerging as a very serious threat in today's world. The internet brings joy and time utility to our lives but on the other way it has worst effect also. The cyber criminals are always try to find out the new options to attack the probable internet victims. Today, everybody is using the computers i.e. from teenagers to adults. Cyber attacks may be done either intentionally or unintentionally. So this research study will be helpful to understand the cyber crimes and their impacts on society along with victims of cyber crime. It also studies various precautions we can take while using internet and its impact.

**Keywords:** Cyber Attacks, Cyber Crimes, cyber threats, Precautions etc

#### **[45] Agri-startups: New era for agriculture development in india**

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*(Associate Professor, KIET Group of Institutions, Ghaziabad)*

Rahul Singhal

*(Research Scholar, AKTU, Lucknow)*

Indian agriculture sector has seen a growth from dependence on import to self sufficiency. Approx half of India's population works in agriculture sector, but its contribution is less than 20% of India's GDP. Agriculture development is one of the priorities for India's development. Agriculture development depends on the involvement of innovation in agriculture. Application of new technologies in agriculture will surely change the way agriculture is done and ensures future growth without compromising the man machine linkage. Bringing innovation and technologies in agriculture sector requires involvement of Agri-Startups. Agri-Startups not only bring innovation in agriculture sector but also explore new opportunities in agriculture value chain. Agri-startups have potential to bring prosperity to farmers by providing cost reducing solutions and achieving desired growth in future. Sustainable growth of agriculture sector in India depends up to a certain extend on the growth of agri-startups. The purpose of this research is to identify the importance of agri-startups that will in future transform the way agriculture is done in India through injecting innovation and technology in agriculture.

#### **[46] An emphirical study on importance of interdependence in team effectiveness for achievement of organisational goals**

Prof. (Dr.) Vasudha Sharma

*(Professor and Director, Vidya College of Business)*

The study was conducted among the teaching professionals of various colleges in Meerut region. In this study, efforts were made to emphasis on interdependence of team effectiveness and to show the importance of team effectiveness towards the achievement of organizational goal. "Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare" This sentence speaks a lot about the importance of Team Work and its increasing popularity and widely practiced character in industrial and business world. In general, team members work with a high sense of interdependence, share expertise and responsibility for the execution of a given task. They are accountable for the collective performance, and work toward a common goal usually assigned by their organization.

Thus, the aim of this study is to map the dimensions of interdependence of team effectiveness and organisaional goal.

This study is predicated on the responses of teachers from different colleges in Meerut. Research instrument designed on the basis of survey then data was collected by the assistance of questionnaire. The

study is dependent on primary data. 120 respondents were selected for examined as a sample size and random sampling method were used to select the sample size of 120respondents during this study.

**Keyword:** Interdependence, Team Effectiveness, Organisational Goal

#### **[47] A study of Emotion marketing in changing context of Indian Product Advertisements: The Nationalism perspective in India 2020**

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‘India 2020’ was a dream of many Nobel Indians. Lots of changes were anticipated in Indian context. Many of them were completed and much more is expected in coming years. Clean India green India was a vision for our nation, digital India was another dream for the year 2020. Many of these dream come true. But In this make in India era Indians have developed a feeling of Nationalism. Different activities by army and their achievements on enemy have developed this feeling at another stage.

Business world always respond to the external environment. In ‘Diwali’ the market becomes ‘Diwalified’, in Eid the market become ‘Edified’. The nationalism has made the Indian advertisement market full of patriotic advertisement. The word ‘Modi-fied’ India used by Eurasia group in a recent report on top risks 2020 is also supporting this fact.

Present research is based on the survey among usual customers and consumer related to emotional marketing. Researcher has used a five point scale to predict the impact of nationalist advertisements and their impact on consumer buying in modern day scenario. Researchers have also tried to evaluate nationalist advertisement wind in modern context of India 2020.

#### **[48] Organizational citizenship behavior on task performance(An initiative towards sustainable entrepreneurship development)**

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With the view to accelerate the entrepreneurship development, looking at the details and the traits that the employees possess becomes one of the succeeding elements, especially for medium, small and micro-enterprises. Businesses of such scale tend to reach for achieving the targets, both for surviving and succeeding. For this reason study with regards to measuring the impact that OCB has on the task performance of the employees can help identify the employees who possess in-built capabilities to succeed

and maintain the relationship with the clients, both present and prospective. This study was therefore conducted on 350 employees from the MSME sector in the Uttarakhand region. To collect data, a structured questionnaire was taken up with questions relating to the basic demographic details, organizational citizenship behaviour and task performance assessment for supervisor's ratings of performance. Analysis of the collected data was done through both descriptive and inferential statistical tools, which included the application of multiple regression to study the impact of OCB on task performance. The results showed a significant impact between the two factors, further cementing the cause of the study.

**Keywords:** Organizational citizenship behaviour, task performance, entrepreneurship development, MSMEs

**[49] A study on impact of green human resource practices on environmental performance: Case study with reference to ICICI bank in Ghaziabad region**

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Green HRM is a new philosophy in management based on green movement or else can say protection of surroundings by applying concept of "green" to the field of human resource management. Green HRM involves indispensable elements i.e. "environment friendly HR practices", which will help the producer in visualization and brand building. Environment & climate change are the most critical issues that now a day's world facing. Change is needed for the survival & efforts should be made for environment management in sustainable way. Being financial organization, Banks are responsible for facing the economic & development activities of nations. Banks have to address issues in obligation & opportunity terms for inculcating. Banks activities are not directly but indirectly affecting the environment. So need to adopt green HR practices into their operations. Now a day's banks are voluntarily implementing Environmental Management System (EMS) for the same. But only installing EMS will not be sufficient, effective in enhancing environmental performance until employees from banks get motivated to the successful implementation of EMS. Purpose of this research paper is to verify relationship between Green HRMP & environmental performance in ICICI Bank. Questionnaire prepared on same from the literature review study, distributed amongst the employees & managerial people of ICICI Bank in Ghaziabad. The result is drawn with the help of regression analysis. The result of the regression analysis showed that the Green HRM practices like green training and development, compensation and reward, HRM Practice, and employee engagement have significant impact on the environmental performance.

**Keywords:** Green HR, Environment Management System (EMS), Best practices, Human Resource Functions, ICICI Bank

## **[50] Financial Assets and Improvements Of Their Analysis**

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Prof. Juraev Elyorbek Sobirjon o'g'li,

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About means that called the financial assets in classification of assets in balance sheet have been written and main peculiarities of the type of assets opened as well as showed its composition in this article. Significant opinions about financial assets accounting and analysis has been given.

**Key words:** balance sheet, assets, financial resource, financial assets, direct right, tangible assets, intangible assets, contractual liability.

## **[51] Supporting Small Business Subjects by Tax Reforms**

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The article argues that a well-balanced tax policy to support small business and private entrepreneurship in our country is the most important tool, accelerating their development in our country and around the world through tax burden analysis and minimal application of tax rates.

**Key words:** *small business, tax, indicators, tax policy, tax burden.*

## **[52] INNOVATION OF THE BASIS OF DEVELOPMENT OF THE ECONOMY OF UZBEKISTAN**

Prof. Soliyev Ibodullo,

*(Associate Professor, NECI, Uzbekistan)*

**Annotation:** This article describes the modern scientific and theoretical developments of economy. So innovation policy that allows us to formulate the conceptual foundations of innovation and investment strategy for the development of a new economy based on knowledge and innovative developments.

**Keywords:** innovation, science, innovation path, investments, national market, innovations, scientific and technical potential.

[53] **Development of a mathematical model of cotton linen moving on a smooth surface**

**Prof. Sabitxan Xashimov**

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**Mr. Xusniddin Erkinov**

*(Master student, NECI Uzbekistan)*

This article suggests a mathematical model of the movement of cotton fiber on the surface of a separative cleaning cotton seeds. This technology describes profoundly the natural state of the cotton seeds being cleaned, and the mathematical appearance of the movement, taking into consideration the forces that affect the cotton fiber during cleaning.

**KEYWORDS:** cotton ginner, lattice surface, dirt chamber, refined cotton chamber, friction surface on net surface, movement of cotton piece on colored surface, velocity of cotton slices on the surface, integration, weight force, normal reaction force, differential equation of movement of a piece of cotton on a net surface.

[54] **The Issues On Increasing Students Motivation On Teaching Foreign Language**

Mr. Yigitaliyev Jaloliddin

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Motivation both external and internal is a main factor of successful students at all stages of their education, namely acquiring knowledge and academic achievements. Besides these, in teacher-led lesson, it can play a pivotal role in providing and supporting that motivation in classroom students. Motivated teacher is decisive to prosperous and successful classroom, since they look at edifying through different spectacles, in doing so these pedagogues motivate their students. It assists to galvanize, guide and uphold positive behavior a period of time.

**Keywords:** Continuous easement, teacher guidance, teacher-led lessons, autonomous learning, specifies objectives, friendly spirit of competition, self learning environment.